The Marketer's Blueprint For B2B Lead Generation

A conversion marketer perspective

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The biggest challenge B2B marketers face in regards to lead generation is generating high-quality leads (61%).

(Source: B2B Technology Marketing Community)

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Understanding the vicious cycle that kills your lead-rate

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95% of your traffic is unknown and lost

1. From the 95% of lost traffic, you can only recover 84% using remarketing

1. From the 84% recovered, you lose another 95% because the website content is not RELEVANT to the returning visitors

1. From the 5-10% converted into email subscribers, only 20% will open the emails and 2-3% will click on the links that lead to your landing pages. Then, you'll lost another 95% of the email traffic because your forms are not optimized.

Sources:
Wordstream on remarketing
Mailchimp on email
Marketing Sherpa on conversion rate

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Standard lead-generation approach

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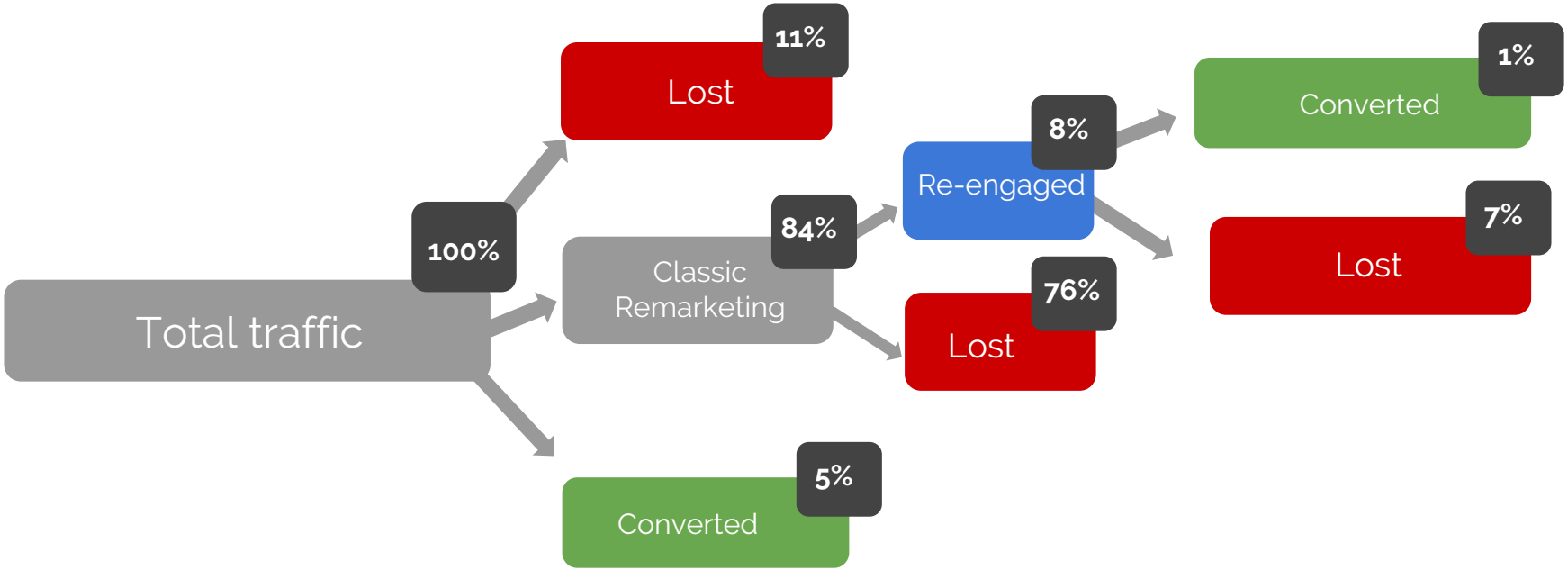

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Smart lead-generation approach or how to get an extra 4% more leads from the same traffic

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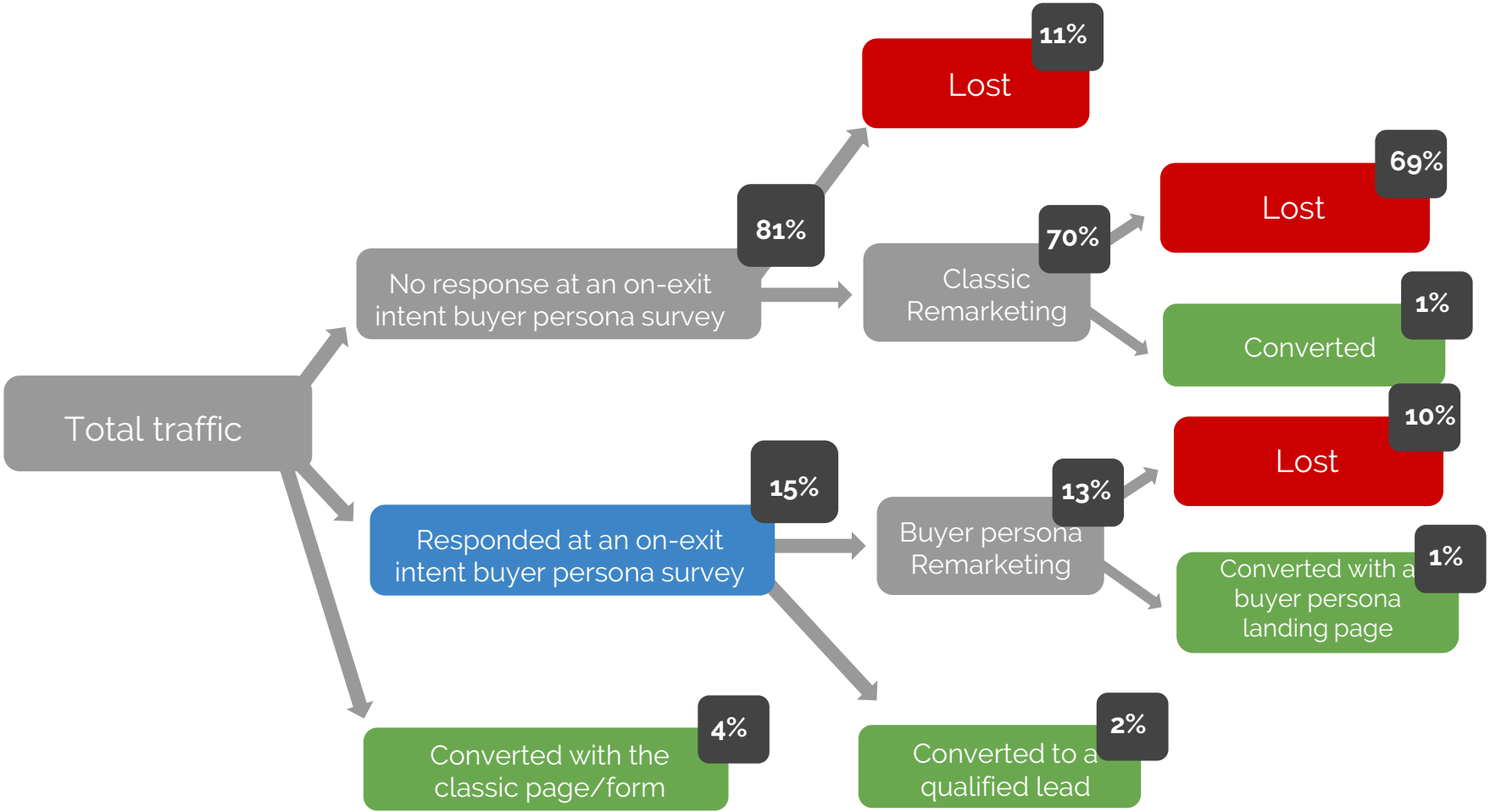
Total traffic
No response at an on-exit intent buyer persona survey
81%
Lost
11%
Classic Remarketing
70%
Lost
69%
Converted
1%
Responded at an on-exit intent buyer persona survey
15%
Buyer persona Remarketing
13%
Lost
10%
Converted with a buyer persona landing page
1%
Converted with the classic page/form
4%
Converted to a qualified lead
2%

3 things you can do in less than an hour without IT assistance

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1. Real time objection treatment using surveys

On-exit intent Surveys with lead collector will help you:

- Treat the prospect's objection in real-time
- Get more information to close the deal for the Sales team
- Get insights for A/B testing for the Marketing team

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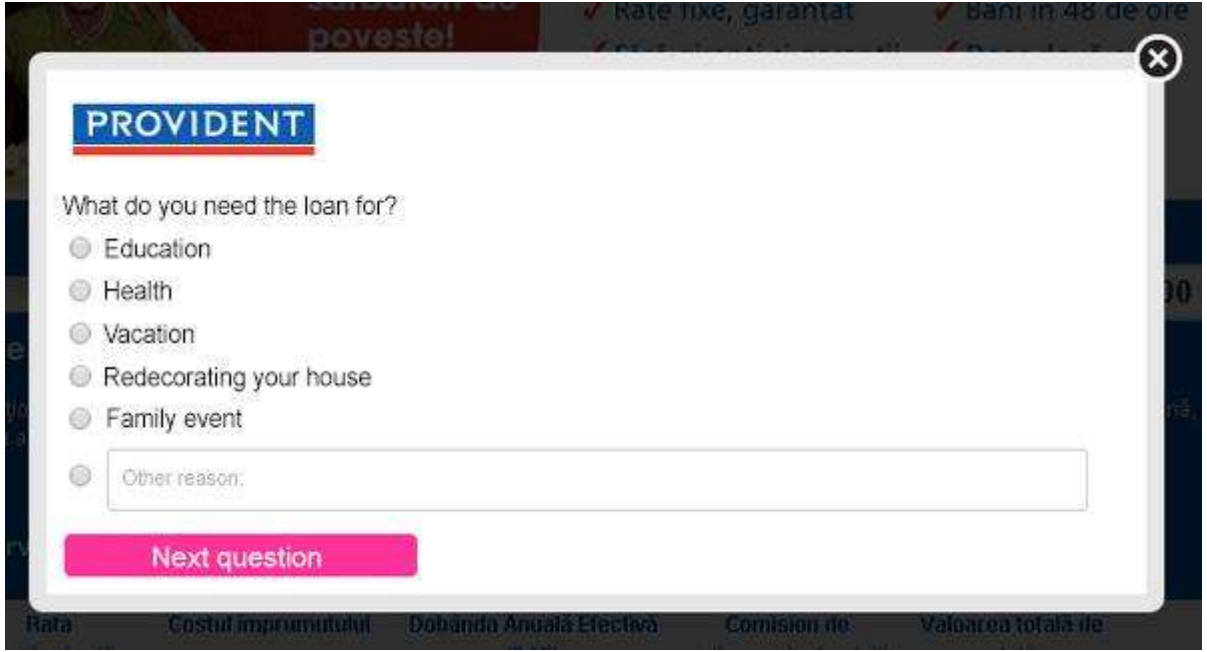
Case study - Provident (financial industry)



Results

- 25% more leads from the same traffic
- more information for the sales teams (needs, objections, etc.)

*This question is part of the survey meant to treat objections in real time.

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2. Be relevant at the next visit using personalization

Define special landing pages for each buyer persona you've detected at step 1

- Do smart remarketing based on buyer persona
- Increase the conversion rate of the most profitable segments of traffic on your site
- Drive interest into your product and transform top of funnel leads into qualified leads

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Results

- 25% more leads from the same traffic
- more information for the sales teams (needs, objections, etc.)

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Case studies - Web personalization

Results

+ 26% additional revenue
+ 30% bounce rate

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Case studies

Web Personalization

- more leads from the same traffic
- better insights

Forbes

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3. Optimize forms based on the buyer personas

Testing your website forms helps you:

- increase the conversion rate of your landing pages
- increase the open rates and click through rates of your emails
- get more returning (and engaged) traffic to your site

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Case study - A/B testing website forms

Deutsche Telekom:

+38% conversion rate
+30% leads from the new contact form

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Marketizator: 3 tools under the same roof

Segmented surveys

Web personalization

A/B Testing

One tool to have it all

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Our points of difference against ANY competitor

- More features
- Increased loading speed
- Single login for 3 important platforms
- Easy data manipulation
- Cost effective

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Validated Review

Excellent low cost combined tool for A/B testing, personalizing and gathering feedback

Rich P.

Validated Review

We are making more money with Marketizator

Alin P.

More reviews:
https://www.g2crowd.com/products/marketizator/reviews

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“Marketizator earned the highest customer satisfaction score”

VentureBeat

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> 9000 websites

>3B visits/month

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Let’s get to action!

www.marketizator.com

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